



Print Date 10/12/12

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Contract / Revision 314617 / Sinema / Democrat / Congress

Original Date / Revision

10/12/12 10/12/12

Advertiser **Sinema / Democrat / Congre**

Agency **Media Strategies and Research**

Buying Contact

**1580 Lincoln Street
Suite 510
Denver, CO 80203**

Product

Agency Com 15%

Billing Contact

**1580 Lincoln Street
Suite 510
Denver, CO 80203**

Sales Office KNXVL

Sales Region LOC

Agency Ref

Order Sep 00:13:00

Estimate # 12515

Alt Order #

Billing Type Cash

| | |
|------------|---------|
| Order Type | GENERAL |
|------------|---------|

| | |
|---------------|---------|
| Billing Cycle | EOM/EOC |
|---------------|---------|

Billing Calendar BROADCAST

Demographic A25-54

| Rev Codes | POL | POL | CAND |
|-----------|-----|-----|------|
|-----------|-----|-----|------|

Product Codes PL

| | |
|----------|-----|
| Priority | DEF |
|----------|-----|

Advertiser Ref

Primary Account Executive
KNXV House

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| KNXV House | 100% | | |

| Order Share % | Market Value |
|-------------------|-------------------|
| Competing Station | % of Order Amount |
| CABLE | % |
| KASW | % |
| KDRX | % |
| KPHO | % |
| KPNX | % |
| KPPX | % |
| KSAZ | % |
| KTVK | % |
| KTVW | % |
| KUSK | % |
| KUTP | % |
| UNKWN | 100% |

Order Totals

| Month | # of Spots | Net Amount | Gross Amount | Rating | Start Date | End Date | # Spots | Net Amount | Gross Amount |
|---------------|------------|--------------------|--------------------|-------------|------------|----------|---------|-------------|--------------|
| October 2012 | 33 | \$19,805.00 | \$23,300.00 | 0.00 | 10/01/12 | 10/22/12 | 33 | \$19,805.00 | \$23,300.00 |
| Totals | 33 | \$19,805.00 | \$23,300.00 | 0.00 | | | | | |

Billing Plan

| | | | | | | | | | | | | | | Totals | |
|-----|------|-------------------|-----------------|------------------------|-------|-------------------|---------|-----|-------|-------------|-----|---------------|------|--------|------------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
| N 1 | KNXV | 10/16/12 | 10/22/12 | M-F 6-7am M-F 6-7am | CM | 6am-7am | 111-1-- | :30 | 4 | \$150.00 | P-6 | 0.00 | NM | 4 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/15/12 | 10/21/12 | - 11- 1- - | | 3 | | | | \$150.00 | | 0.00 | | | |
| | | Week: 10/22/12 | 10/28/12 | 1- - - - - | | 1 | | | | \$150.00 | | 0.00 | | | |
| N 2 | KNXV | 10/16/12 | 10/22/12 | M-F 7-9am M-F 7-9am | CM | 7am-9am | 11111-- | :30 | 5 | \$250.00 | P-3 | 0.00 | NM | 5 | \$1,250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/15/12 | 10/21/12 | - 1111- - | | 4 | | | | \$250.00 | | 0.00 | | | |
| | | Week: 10/22/12 | 10/28/12 | 1- - - - - | | 1 | | | | \$250.00 | | 0.00 | | | |



KNXV

Print Date: 10/12/12

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Contract / Revision **314617** Flight Dates **10/16/12-10/22/12**

Hiatus Dates

Original Date / Revision 10/12/12/ 10/12/12

Order Sep 00:13:00

Advertiser **Sinema / Democrat / Congr** Product **Sinema / Democrat / Congr** Estimate # **12515**

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals | |
|-------|------|-------------------|-----------------|---------------------------------|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|--------|------------|
| | | | | | | | | | | | | | | Spots | Amount |
| N 3 | KNXV | 10/16/12 | 10/21/12 | M-F 2pm-3pm General Hospital | CM | 2pm-3pm | ---1--- | :30 | 1 | \$350.00 | P-2 | 0.00 | NM | 1 | \$350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | ---1--- | | | | | 1 | \$350.00 | | 0.00 | | | |
| N 4 | KNXV | 10/16/12 | 10/21/12 | M-F 430pm-5pm M-F 430pm-5pm | CM | 430pm-5pm | -1--1-- | :30 | 2 | \$300.00 | P-6 | 0.00 | NM | 2 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | -1--1-- | | | | | 2 | \$300.00 | | 0.00 | | | |
| N 5 | KNXV | 10/16/12 | 10/22/12 | M-F 5pm-530pm M-F 5pm-530pm | CM | 5pm-530pm | 1111-- | :30 | 5 | \$900.00 | P-2 | 0.00 | NM | 5 | \$4,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | -1111-- | | | | | 4 | \$900.00 | | 0.00 | | | |
| Week: | | 10/22/12 | 10/28/12 | 1----- | | | | | 1 | \$900.00 | | 0.00 | | | |
| N 6 | KNXV | 10/16/12 | 10/22/12 | M-F 6pm-630pm M-F 6pm-630pm | CM | 6pm-630pm | 1111-- | :30 | 5 | \$900.00 | P-2 | 0.00 | NM | 5 | \$4,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | -1111-- | | | | | 4 | \$900.00 | | 0.00 | | | |
| Week: | | 10/22/12 | 10/28/12 | 1----- | | | | | 1 | \$900.00 | | 0.00 | | | |
| N 7 | KNXV | 10/16/12 | 10/22/12 | M-F 630pm-7pm M-F 630pm-7pm | CM | 630pm-7pm | 1-11--- | :30 | 3 | \$650.00 | P-3 | 0.00 | NM | 3 | \$1,950.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | --11--- | | | | | 2 | \$650.00 | | 0.00 | | | |
| Week: | | 10/22/12 | 10/28/12 | 1----- | | | | | 1 | \$650.00 | | 0.00 | | | |
| N 8 | KNXV | 10/21/12 | 10/21/12 | Sunday Prime C Revenge | CM | 8pm-9pm | -----1 | :30 | 1 | \$4,000.00 | P-3 | 0.00 | NM | 1 | \$4,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | -----1 | | | | | 1 | \$4,000.00 | | 0.00 | | | |
| N 9 | KNXV | 10/16/12 | 10/22/12 | M-F 10-1035pm 10pm News | CM | 10pm-1035pm | 1111-- | :30 | 5 | \$850.00 | P-3 | 0.00 | NM | 5 | \$4,250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | -1111-- | | | | | 4 | \$850.00 | | 0.00 | | | |
| Week: | | 10/22/12 | 10/28/12 | 1----- | | | | | 1 | \$850.00 | | 0.00 | | | |
| N 10 | KNXV | 10/20/12 | 10/20/12 | SA 10-1035pm 10pm News | CM | 10pm-1035pm | -----1- | :30 | 1 | \$450.00 | P-4 | 0.00 | NM | 1 | \$450.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | -----1- | | | | | 1 | \$450.00 | | 0.00 | | | |
| N 11 | KNXV | 10/21/12 | 10/21/12 | SU 10-1035pm 10pm News | CM | 10pm-1035pm | -----1 | :30 | 1 | \$850.00 | P-3 | 0.00 | NM | 1 | \$850.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | -----1 | | | | | 1 | \$850.00 | | 0.00 | | | |

*Tax 1 Note: Tax 0.5%.

Totals 33 \$23,300.00